

AMENDMENTS TO THE SPECIFICATION

Please replace paragraph 21 with the following amended paragraph:

[0021] Referring now to Figure 1, a system organization for a preferred embodiment of the present invention is shown. Communications between a shopper's computer 80 and a merchant's computer 90 are accomplished via an on-line service comprising a wide area network that consists of network node computers 82, 88 and host computers 84. The network node computers 82, 88 manage network traffic such as communications between the shopper's computer 80 and the merchant's computer 90. Host computers, with which subscribers to the on-line service communicate, run application programs providing specialized services such as in a preferred embodiment of the present invention configured as a shopping manager 84. Specifically, the electronic shopping manager sends display information to the shopper's computer 80. Information about the shopper's selection is communicated back to the electronic shopping manager so additional display information may be forwarded to the shopper's computer.